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**FOR IMMEDIATE RELEASE**

**LOCAL ENTREPRENEURS UNITE FOR NEW OWNERSHIP OF  
NICK-N-WILLY'S® PIZZA IN RAPID CITY, SOUTH DAKOTA**

**New owners will offer more tasty promotions, delivery, catering and licensed  
beverages**

**April 27, 2010 (Centennial, Colorado)** – The Nick-N-Willy's Franchise Company is pleased to announce the new ownership of its Rapid City, South Dakota restaurant by a group of local investors with a passion for pizza. The restaurant, located in the Jackson Boulevard Plaza is now owned and operated by three husband and wife teams: Yanni and Averie Georgas, Mike and Marti Nesland and Jason and Mindi Viher. The new partnership group has big plans for their new restaurant to increase sales and attract new customers by offering daily specials, delivery, catering and licensed beverages.

"We've all been fans of Nick-N-Willy's Pizza for quite some time so when the opportunity came up to own a franchise together, we jumped at the chance," said Yanni Georgas, co-owner of Nick-N-Willy's in Rapid City, SD. "We absolutely believe in the Nick-N-Willy's product, brand and franchise system and are delighted to be part of the Nick-N-Willy's family."

The new ownership team has experience working together on other business ventures in the real estate and construction industries in South Dakota. They believe that their prior experience will play a key role in helping them to achieve success with their Nick-N-Willy's franchise.

The new owners will continue to serve the full Nick-N-Willy's menu in their newly upgraded fast-casual restaurant. They will also continue to provide take-n-bake pizza and dine in options plus they have added delivery and catering to their offering. They also plan to add licensed beverages to their menu as soon as possible.

The new ownership means Rapid City residents will now have access to more Nick-N-Willy's promotions including new daily specials like "2 Topping Tuesdays", when all medium two topping pizzas are just \$7.00 and "Wing Wednesdays" when all Willy's Wings are half price.

Nick-N-Willy's in Rapid City, South Dakota is located at 2218 Jackson Blvd. Unit 3 in the Jackson Boulevard Plaza. Open daily, Sunday -Thursday 12 – 8 pm, Friday-Saturday 11 am – 9 pm. Tel: (605) 721-9210

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### **About Nick-N-Willy's Pizza®**

The Nick-N-Willy's concept was developed in 1988 in Boulder, Colorado. The franchise company now has 40 locations in 14 states. In addition to its fast casual restaurant model where our products are baked in our gas-fired brick oven, the Nick-N-Willy's franchise also offers outlet models, where consumers can purchase high quality gourmet pizzas that are ordered fresh and baked at home in their own home. The Nick-N-Willy's concept is based on quality, freshness, convenience, and value. The Nick-N-Willy's franchise system is committed to customer service, and its success is based on its proprietary dough that is made daily from scratch with pure Italian olive oil, and is cut, kneaded and tossed by hand. The Nick-N-Willy's Franchise Company is owned by World Famous Pizza Company, LTD (TSX: WPC), a publicly traded company. The corporate offices are located in Centennial, Colorado and Vancouver, Canada. For more information, visit [www.nicknwillys.com](http://www.nicknwillys.com). For franchise information, call 1-866-985-8586 ext.422.

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